



DOCTOR TO DOCTOR



with Alan W. Reichow O.D., M.Ed., F.A.A.O.

THE INTERVIEW SERIES



DR. BRONSON W. HAMADA OF SURF CITY OPTOMETRY, HUNTINGTON BEACH, CA DISCUSSES SPORTS VISION PERFORMANCE AND PROTECTION. DR. HAMADA IS THE OPTOMETRIST FOR CAL STATE UNIVERSITY, FULLERTON ATHLETICS AND SEVERAL U.S. NATIONAL TEAMS.

Dr. Al: What role do you play in the community to promote sports eye injury prevention?

Dr. Bronson: *We have a specialty sports vision practice, and we actively promote that sports vision is predicated on healthy eyes and clear vision, but eye protection is first and foremost! Whether the athlete plays recreationally or professionally, the message of sports eye injury prevention is clear and consistent.*

Dr. Al: How do you feel we can spread awareness on the importance of this issue?

Dr. Bronson: *With so many sports related injuries, the public has greater awareness of the inherent dangers. Liberty Sport's promotional materials are effective in the office. The Dr. To Dr. forum is a great way to share ideas. Performance and protection are proselytized throughout the entire office visit. Prevention is key!*

Dr. Al: What is the message you share on this topic in your community?

Dr. Bronson: *Coaches, trainers, parents, and athletes need to be made aware that fashion eyewear is not designed for protection nor performance while running, jumping, being exposed to environmental hazards, or absorbing physical contact. We have quite a few athletes with exceptional vision that wear plano protective eyewear.*

Dr. Al: Do you consult with, coach, volunteer or act as a booster for any local sports teams/programs? If so, describe if/how you have integrated sports eye injury prevention into such efforts.

Dr. Bronson: *Yes, all of the above, but one of the causes I am passionate about is Special Olympics. Liberty Sport donates stylish protective eyewear that athletes look forward to receiving after their eye exams. It makes them look and feel special, and we know that we are doing the right thing.*

Dr. Al: Have your sports eye injury prevention community outreach efforts resulted in practice growth? If so, how?

Dr. Bronson: *Practice growth is our benchmark of success for community outreach efforts. One of our projects is "The Most Inspirational Athlete Award." We recognize high school athletes for acts of sportsmanship, perseverance, and fair play. Last year our extraordinary recipient was Jake Olson, a football long snapper, that is blind from retinoblastoma. We had a former NFL punter present the award, and Jake's mother, grandmother, teammates, and high school English teacher attended the awards ceremony!*

FOR INFORMATION ABOUT BECOMING A SPORTS EYE INJURY PREVENTION CENTER PLEASE CALL 800.444.5010.

If you would like to reach Dr. Reichow or Liberty Sport, please email marketing@libertysport.com

THANK YOU FOR YOUR TIME AND PLEASE REMEMBER - ATHLETIC PERFORMANCE BEGINS WITH VISION!